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Importance Of **RTA Guidelines** for Vehicle Branding in Dubai, UAE

- According to **RTA Law No. (14) of 2010,** no vehicle can have branding or advertisement without obtaining prior **approval from the RTA.**
- Violations of RTA regulations on vehicle branding may result in fines of **up to 5,000 AED.**

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Document **Checklist for RTA** Vehicle Advertisement Permit in Dubai

- Copy of the trade license issued in Dubai.
- Ad design featuring the vehicle's four sides along with a mock-up.
- Request letter addressed to the RTA
- Dubai Police (CID) approval if intending to alter the vehicle's color
- 850 AED fines in case no Police verification approval.
- For real estate advertisements, a No Objection Certificate (NOC) from the Dubai Land Department (DLD).

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RTA Guidelines
for Vehicle Branding

1. Language Requirement: Arabic and English
2. Avoidance of Religious Symbols
3. Maintain Public Morality
4. Restriction on 3D Images
5. No Smoking Endorsement

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RTA Guidelines for Vehicle Branding

6. No Display of Flags
7. Avoid Real People Images
8. Color Coordination
9. Design Guidelines

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How to **Apply for an RTA Permit** to Advertise on Vehicles in Dubai

Step 1: Visit the RTA Website**(www.rta.ae)**

Step 2: Sign Up/Log In

Step 3: Choose the Advertising on Vehicles' service

Step 4: Upload Documents

Step 5: Submit Your Application

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How to **Apply for an RTA Permit** to Advertise on Vehicles in Dubai

Step 6: Get Your Transaction Number

Step 7: Wait for the RTA's Review

Step 8: Approval or Rejection Notification Through Sms/Email

Step 9: Pay the Fees

Step 10: Print Your Permit

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Vehicle Eligibility for RTA Approval

- Exclusive to Commercial Vehicles
- Trade License Requirement
- Company Name Registration
- Leased Vehicles Consideration With NOC

Printajo Advertising Agency

One of The Best Vehicle Branding Companies in Dubai

Why?

- 100% comply with RTA Guidelines
- High-quality vinyl wrap film
- World-renowned EPSON Sure Color (High DPI) digital printer
- Original certified printing Ink (Heat Resistance Ink)
- 10+ years of experience
- Free after-sale service for 6 months
- 300+ Happy customer

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Following the **RTA Guidelines** for vehicle branding **in Dubai** is crucial for safe and effective branding practices while ensuring compliance with local laws.